APR 5 1935

Description of

Decorative Finishes

As Exhibited At

Booth F-11

The Better Housing Exposition
March 25th to 31st, inclusive
Port Authority Commerce Building
New York City

Benjamin Moore & Co.

**Paints, Varnishes
and Muresco**

**511 Canal St.
New York City**

Panel No. 1—*Tiffany Glazed Effect for Living Room.*

Ground Color—Light Buff Sani-Flat glazed with Cobalt Blue and Turkey Red Pure Oil Colors.

Panel No. 2—*Three Toned Effect for Living Room.*

Inner Molding—Equal parts of Light Gray and White Sani-Flat.

Panel—1 part Light Gray and 4 parts White Sani-Flat.

Stile—Equal parts Light Gray and White Sani-Flat.

Baseboard and Top Molding—Light Gray Utilac.

Panel No. 3—*Modernistic Effect for Bedroom.*

Divided horizontally in three equal sections.

The first third, next to baseboard—equal parts of Old Rose and White Sani-Flat.

The next third—1 part Old Rose and 4 parts White Sani-Flat.

The last third—1 part Old Rose and 8 parts White Sani-Flat.

Baseboard—Old Rose Sani-Flat (Standard Shade).

Panel No. 3—*Cont'd.*

Top Molding—1 part Old Rose and 8 parts White Sani-Flat.

Two bands above baseboard and below crown molding painted with Weatherproof Aluminum Paint.

Panel No. 4—*Colonial Effect for Bedroom.*

Panel—Muresco #5, Light Green.

Molding around edge, Baseboard and Top Molding—Ivory Utilac.

Panel No. 5—*A Spring Flower Garden Effect for Bathroom.*

Upper Wall—Orchid Dulamel.

Imitation Tile Wainscoting—Orchid Utilac marked out in White.

Just above wainscoting are stencilled Tulips and Daffodils.

Tulips—#372—20c—Old Rose and Lavender Sani-Flat with Light Green Utilac for foliage.

Daffodils—#118—20c—Yellow Utilac with Light Green Utilac for foliage.

Panel No. 5—*Cont'd.*

Stencil Novelty Company, 13 East 14th Street, New York City.

Molding around edge—Orchid Dulamel.

Baseboard and Crown Molding—Orchid Utilac.

Panel No. 6—*A Modern Sea Gull Effect for Bathroom.*

Upper Wall—Light Blue Dulamel.

Top Molding—Light Blue Dulamel.

Decoration of Sea Gulls, soaring at various heights—White Sani-Flat, with Black (Utilac) bill, feet and tip of wings. Stencil #923, price \$1.20, purchased from the Stencil Novelty Company, 13 East 14th Street, New York City.

Wainscoting—Marked off to imitate tile, painted with Peach Dulamel, with alternate blocks in Light Blue Dulamel.

Baseboard—Light Blue Utilac.

Four feet from floor a darker Blue stripe divides wainscoting from the upper wall, and just above this stripe is a Conventional Wave design border in Weatherproof Aluminum Paint. Stencil #922—30c, from Stencil Novelty Company, 13 East 14th Street, New York City.

Molding around edge—Weatherproof Aluminum Paint.

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Panel No. 7—Red, White and Blue Kitchen.

Entire Panel, including edge of molding—Ivory Interior Gloss.

Stencil four feet from the floor of a Tea Set Parade done in Bright Red Impervo Enamel.

Stencil #950—35c, purchased from the Stencil Novelty Company, 13 East 14th Street, New York City.

Top of Molding—Light Blue Utilac.

Baseboard—Royal Blue Utilac.

Panel No. 8—Sunshine Kitchen.

Upper Wall—Light Daffodil Yellow Utilac (¼ pint Yellow to 1 gallon White).

Wainscoting—A tone deeper in Yellow Utilac (¼ pint Yellow to 1 quart White).

Stencil four feet from the floor of a Tea Set Parade done in Black Impervo Enamel.

Stencil #950—35c, purchased from the Stencil Novelty Company, 13 East 14th Street, New York City.

Edge of Molding, Top Molding and Baseboard—Spring Green Interior Gloss.

In connection with Benjamin Moore & Co.'s Exhibit, Miss Betty Moore, interior decorator and well known radio personality, is scheduled to present a daily talk at 4:00 P.M. in the auditorium.

Betty Moore will gladly assist you personally with your decorating problem. She will send you color cards, and suggest color schemes for interior or exterior painting, if you will write to—

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